

eXo Platform refused to wait 3 extra month until new product release due to localization

How eXo Platform's engineering team demolished all the manual work and speeded up release cycles through Crowdin's automation

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The developers were happy:
it was the end of their nightmare.

Patrice Lamarque, Chief Product Officer at eXo Platform



CUSTOMER

eXo Platform
www.exoplatform.com

INDUSTRY

Collaboration & Digital
Workplace

eXo Platform, an enterprise digital workplace software, helps teams connect, collaborate, and get things done. As the company expanded its global reach, offering customers multi-language UI felt natural, yet without the right technology turned to be time-consuming.

With Crowdin, the eXo team integrated localization into the development cycle. The manual work taking extra effort was automated via Crowdin API. eXo opened translation to the community and hired professional proofreaders. The new product version that eXo launched after setting up a Crowdin project came translated into 23 languages.

Today, the product is being translated into 43 languages, and eXo collaboration with Crowdin lasts since 2014.



eXo scales to meet global markets and becomes too slow because of localization

Started in 2002, eXo Platform quickly evolved into a global team with headquarters in San Francisco and Paris, and a regional office in Tunis, Tunisia. As the company started serving large international clients, the team faced challenges around localization management.

Localization used to add 3 extra months to the release of a new product version. The texts were manually extracted by developers and sent to translators via email. It took days to contact each translation team on the progress. When translations arrived, the eXo development team spent about a week integrating translations back into the software.

COMPANY

eXo Platform

HEADQUARTERS

San Francisco, USA

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FUNCTIONALITY USED

- Crowdin API
- Crowdin In-Context
- Translation Memory, Glossary

TRANSLATION APPROACHES

- Crowdsourcing as an initial step
- Proofreading by professional translators
- Collaboration with a translation agency

KEY RESULTS

- Product available in 43 languages
- 500+ project members working on localization
- Multilingual releases of new product versions
- Minimum involvement from the development side
- Always available context for translators and improved translation quality
- Automated workflows and fast iterations

Except for the time wasted, the eXo team was not happy with the quality of translations they were receiving. And it seemed like the problem was not with the qualification of the translation teams hired. Translators didn't receive enough context to be able to interpret the sources accurately. Questions, clarifications, and additional fixes took additional time to implement.



Sending texts to Crowdin via API automates the workflow

At that point, the decision was made to choose a localization management solution to arrange all the workflows. The development team was looking for integration capabilities that the existing TMS and CAT tools lacked. The opinion of translators was also important, the tool had to be a comfortable place for all contributors. The choice was made in favor of a cloud-based solution that wouldn't require additional setup for translators and was technically advanced to fit into any development process.

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Crowdin is a reasonable solution in terms of our developer's time and the time it takes to set up the integration

eXo team explored Crowdin API and created a script that was sending new texts to the Crowdin project every night. Translators were notified on the new string and could start their work. This was the end of manual work on extracting and handing off the source strings to translators.

Connection via API is an easy one-time setup that helped the eXo development team to automate routine localization processes and minimize their involvement.



Crowdin builds web widget after the eXo's request

When Crowdin and eXo Platform started cooperation 6 years ago, some of the Crowdin features that are currently widely used were either in development or existed just like ideas.

On one of the calls with the Crowdin Customer Success team, Patrice Lamarque mentioned the web widget. Functionality aimed to help translators work directly within a product. With efficient context and real-time preview. Patrice says he thought that his idea would move to the backlog and forgotten soon and was much impressed to see an email a few weeks later – the new functionality was built and ready to go.

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When I first saw In-Context, I couldn't believe Crowdin did something like that: the engineering is beautiful!

Today the web widget is known as Crowdin In-Context that has much evolved and is popular among teams localizing web applications. What remains unchanged is Crowdin's openness to feature requests and ideas clients share with the team.

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These guys really care about their customers



Translators like intuitive UI and work in the context

eXo team experimented with the translation approaches. The scenario that worked best for them was to combine crowdsourcing and working with professional translators as proofreaders.

eXo started localizing content with Crowdin's vendor (Translated.net) that helped with translation and proofreading content into 6 most popular languages. For some other languages, eXo invited their community to contribute. People could start contributing by following the link to the Crowdin project that was shared in the internal community space.

This way, eXo grew its community from 3 to 400+ volunteer translators.

All translators could use project Translation Memory, Glossary, as well as Crowdin In-Context to work right within eXo Platform UI and preview translations in real-time. Apart from the context provided, translating right inside a real product was more fun for volunteer translators.



New product release comes in 23 languages

Because translators could start working on localizable content on Crowdin while it was still in development, the new version of the eXo Platform was fully translated into 23 languages before the release

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Localization delays release by zero time

Localization became an integral part of the development process. The localization-related activities that used to add 3 extra months turned into 2 hours the development team should now spend to double-check everything before the final release.

eXo's community is active and can easily cope with 30,000 strings in several weeks. Development team no longer deals with integrating the translations. New texts arrive to Crowdin systematically and so are the translations. They are integrated into the source code automatically.

**43**

target languages

3x

faster delivery cycle

400+community volunteers

Product development is a continuous process, so is localization

Today, eXo Platform's team relies on Crowdin to effectively manage localization, cut release time, and continuously deliver an excellent user experience to customers around the globe. Their product is evolving fast and eXo Platform is being translated into 43 languages. The project in Crowdin currently has 500+ members (both managers and contributors) and eXo keeps engaging their customers to be a part of the localization process.